

REMARKS

The Office Action dated March 11, 2004 has been read and carefully considered and the present amendment submitted to clarify the claim language to better define the invention.

In that Office Action, claim 1, 2 and 6 were objected to as having no antecedent for the word "roller" and that issue has been corrected herein.

Claims 1, 2 and 4-6 were rejected under 35 U.S.C. 102(b) as being anticipated by Ono *et al*, U.S. Patent 4,443,123. Claim 3 was rejected under 35 U.S.C. 103(a) as being unpatentable over Ono *et al* in view of Hashimura, U.S. Patent 5,477,783.

As can be seen, claim 1 has now been amended to recite that the step of moving the print drum generally transverse to the longitudinal axis to the printable web material causes "the print drum to roll along the surface of the printable web material in a line contact therewith" and that rolling action is what transfers the indicia from the print drum to the surface of that printable web material. As stated in the specification it is the rolling action of the print drum across the printable web material that allows the uniform application of the indicia to the printable web material by establishing a line contact with that material.

Also, since coordination is certainly necessary in order to achieve that rolling action with line contact, there is also recited the step of electronically controlling that transverse movement of the print drum and the speed of rotation of the print drum.

Taking the Ono *et al* reference, therefore, it is clear that the process of transferring indicia in Ono *et al* does not involve rolling the print drum along the surface of the material being printed and the Ono *et al* motion, contrary to Applicant's invention, does not, and could not, result in line contact between the print drum and the material being printed. With Applicant's invention, that electronic coordination is carried out by use of speed controlled

motors, such as stepper motors, to achieve the end result, that is, a linear drive motor and a print drum motor that are electronically controlled to achieve the rolling action to print indicia on to a printable material.

Since Ono *et al* does not have a rolling action between its type drum and the paper, any coordination between those elements is carried out in a totally different manner by a mechanical linkage and worm gear since that rolling action simply could not be used in printing with the Ono *et al* printer.

Accordingly, it is submitted that the claims in the present application are in allowable form and an allowance of the present application is respectfully solicited.

CONCLUSION

In summary, Applicants respectfully submit that the instant application is in condition for allowance. Early notice to that end is earnestly solicited.

If a telephone conference would be of assistance in furthering prosecution of the subject application, applicants request that the undersigned be contacted at the number below.

Please charge the fee in connection with filing the one month extension attached hereto to Deposit Account No. 03-3839. If any additional fees are deemed necessary, authorization is given to charge the amount of such fee to Deposit Account No. 03-3839.

Respectfully submitted.



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